## SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 268939
1. THE CONTACT PERSON FOR THE PURCHASER IS:  Bob Dudley  Name  919 Catharine St. Philadelphia, PA 19147  Address  215-519-3349  Phone Number
2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:
3. IF THE AD REFERS TO A CANDIDATE:
a. The name of the candidate is FL Dem Party: Sachs/Bruno/Smith
b. The candidate seeks election to the office of <u>Sence</u> in the □ Primary Election, ♥ General Election, or □ Special Election.
4. IF THE AD REFERS TO AN ISSUE:
a. The issue is
b. The Purchaser is

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



## ORDER

## Flight Dates 10/30/12-11/06/12

Order Sep

00:15:00

Contract / Revision

262939 /

**FL DEM PARTY 3PAC** 

Estimate # Alt Order # 6

Original Date / Revision

**Agency Com** 

**Product** 

**Billing Type** 

06394214 Cash

10/24/12 10/24/12 15%

Order Type

**GENERAL** 

**Billing Contact** 

**Billing Cycle** 

**Rev Codes** 

EOM/EOC

Advertiser POL/FL DEM PARTY 3PK/O1

919 Catharine Street

Philadelphia, PA 19147

Demographic A35+

**AGY** 

POL

**CAND** 

Totale

Agency Dudley Media

**Buying Contact** 

Sales Office DC Sales Region NAT Product Codes PL-Candidate **Priority** 

P-2

Billing Calendar BROADCAST

919 Catharine Street Philadelphia, PA 19147

Agency Ref

Start Date

Advertiser Ref

**Primary Account Executive** 

Aaron Ashe

Account Executive

Order% 100% **End Date** 

Aaron Ashe

Order Share 26% Market Value 411153

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	·	0
WFOR	31%	127457
WPXM	%	0
WSVN	25%	102788
WTVJ	18%	74007

**Order Totals** 

**Billing Plan** 

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount 0	Net Amount Gross Amount		
November 2012	94	\$90,865.00	\$106,900.00	0.00 10/29/12	11/06/12	94	\$90,865.00	\$106,900.00		
Totals	94	\$90,865.00	\$106,900.00	0.00						

										1018	lis
_Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 WPLG	10/30/1	2 11/02/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (8:00 AM-8:	-TWTF 30 AM)	:30 4	\$1,000.00 P-2	0.00 NM	4	\$4,000.00
<u>Star</u> Week: 10/2	rt <u>Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00					
2 WPLG	10/30/1	2 11/02/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (7:30 AM-8:	-TWTF 00 AM)	:30 4	\$1,000.00 P-2	0.00 NM	4	\$4,000.00
Star Week: 10/2	<u>rt Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00				:	
3 WPLG	10/30/1	2 11/02/12	M-F 6a LCL New LCL 10 News @		6-7am (6:30 AM-7:	-TWTF 00 AM)	:30 4	\$750.00 P-2	0.00 NM	4	\$3,000.00
<u>Sta</u> Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00					
4 WPLG	10/30/1	2 11/02/12	M-F 12n News M-F LCL 10 New	CM s @ No	12-1PM (12:00 PM-1	-TWTF 2:30 PM)	:30 4	\$600.00 P-2	0.00 NM	4	\$2,400.00
<u>Sta</u> Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$600.00	Rating 0.00			-		
5 WPLG	10/30/1	2 11/02/12		CM	9-10a	-TWTF	:30 4	\$600.00 P-2	0.00 NM	4	\$2,400.00



262939

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

<u>Order Sep</u> 00:15:00

Advertiser POL/FL DEM PARTY 3PK/O Product FL DEM PARTY 3PAC

Estimate # 6

₋n Ch Start End	Inventory Code Brea	ak Start/End Time Days	s Len Spo	ots Rate Pri	Rtg Type Spots	Amoun
	Live With Kelly	(9:00 AM-9:30 AM)				
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/2		<u>ek Rate Rating</u> 4 \$600.00 0.00				
6 WPLG 10/30/12 11/02	12 M-F 11a The View CM M-F The View	11-12n -TWT (11:00 AM-11:30 AM)	F :30	4 \$1,200.00 P-2	0.00 NM 4	\$4,800.0
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/	2 -TWTF	<u>ek Rate Rating</u> 4 \$1,200.00 0.00				
7 WPLG 10/30/12 11/02	/12 M-F 4p Dr Oz CM Dr Oz	4-5p -TWT (4:00 PM-4:30 PM)	F :30	4 \$800.00 P-2	0.00 NM 4	\$3,200.
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/		ek <u>Rate</u> <u>Rating</u> 4 \$800.00 0.00				
8 WPLG 10/30/12 11/02		3-4p -TWT (3:00 PM-3:30 PM)	F :30	4 \$600.00 P-2	0.00 NM 4	\$2,400.
<u>Start Date</u> <u>End Da</u> Week: 10/29/12 11/04/		· ·				
9 WPLG 11/04/12 11/04	/12 Su Wknd Early News CM Sunday Weekend Early	various	1 :30	1 \$800.00 P-2	0.00 NM 1	\$800.
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/		<u>ek Rate Rating</u> 1 \$800.00 0.00				
10 WPLG 11/03/12 11/03	/12 Sat 730p Jeopardy CM Sat. Jeopardy	730-8PM (7:30 PM-8:00 PM)	-1- :30	1 \$700.00 P-2	0.00 NM 1	\$700.
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/		<u>ek Rate Rating</u> 1 \$700.00 0.00				
11 WPLG 11/03/12 11/03	/12 Sat 7p Wheel of FortuneCM Sat. Wheel of Fortun	7-730PM (7:00 PM-7:30 PM)	-1- :30	1 \$700.00 P-2	0.00 NM 1	\$700.
Start Date End Date Week: 10/29/12 11/04/	te Weekdays Spots/We					
12 WPLG 10/30/12 11/02	/12 M-F 5p LCL News CM Local 5p News	5-6p -TWT (5:30 PM-6:00 PM)	F :30	4 \$750.00 P-2	0.00 NM 4	\$3,000.
Start Date End Date Week: 10/29/12 11/04/	ite <u>Weekdays</u> <u>Spots/We</u>					
13 WPLG 10/30/12 11/02	12 M-F 5p LCL News CM Local 5p News	5-6p -TWT (5:00 PM-5:30 PM)	F :30	4 \$750.00 P-2	0.00 NM 4	\$3,000
<u>Start Date</u> <u>End Da</u> Week: 10/29/12 11/04/		•				
14 WPLG 10/30/12 11/02	12 M-F 6p LCL News CM M-F Local News	6-630pm -TWT (6:00 PM-6:30 PM)	F :30	4 \$1,300.00 P-2	0.00 NM 4	\$5,200.
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/-		ek <u>Rate</u> <u>Rating</u> 4 \$1,300.00 0.00				
15 WPLG 10/30/12 11/02	12 M-F 7p Wheel of FortuneM M-F Wheel of Fortune	7-730pm -TWT (7:00 PM-7:30 PM)	F :30	4 \$2,000.00 P-2	0.00 NM 4	\$8,000.
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/	te Weekdays Spots/We					
16 WPLG 10/30/12 11/02		730-8pm -TWT (7:30 PM-8:00 PM)	F :30	4 \$2,500.00 P-2	0.00 NM 4	\$10,000.
Start Date End Date Week: 10/29/12 11/04/	te Weekdays Spots/We	· ·				
17 WPLG 11/04/12 11/04		9-10pm (9:00 PM-10:00 PM)	1 :30	1 \$6,500.00 P-2	0.00 NM 1	\$6,500
Start Date End Da	ŭ					



262939

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Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

<u>Order Sep</u> 00:15:00

Advertiser POL/FL DEM PARTY 3PK/O Product FL DEM PARTY 3PAC

Estimate # 6

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Tot Spots	als Amount
17 WPLG 1	1/04/12	2 11/04/12	Su 9-10p	CM	9-10pm	1	:30	1	\$6,500.00 P-2	0.00 NM	1	\$6,500.00
0			Revenge		(9:00 PM-10	•						
<u>Start (</u> Week: 10/29		End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate \$6,500,00	Rating 0.00						
18 WPLG 1	*		M-F 1135-12:06a		1135p-1206		:30	4	\$950.00 P-2	0.00 NM	4	\$3,800.00
			M-F Nightline	<b>.</b>	(11:30 PM-1			•	<b>4</b> 000.00. <b>2</b>	0.00 1 1,11	•	ψο,οσοίσο
Start I		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/29		11/04/12	-TWTF	4	70000	0.00			4			
			SUN 11-1130P SUN 11-1135P	CM	11-1135P	1	:30	1	\$1,600.00 P-2	0.00 NM	1	\$1,600.00
<u>Start I</u> Week: 10/29		End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
		11/04/12	M-F 11-1135P	CM	\$1,600.00 11-1135P	0.00 -TWTF	:30		\$2,500.00 P-2	0.00 NM	4	¢40,000,00
20 11 20 1	0/00/12	- 11/02/12	M-F 11-1135P	Civi	(11:00 PM-1		.30	4	Φ2,500.00 P-2	0.00 NM	4	\$10,000.00
Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			• .			
Week: 10/29		11/04/12	-TWTF		\$2,500.00	0.00						
21 WPLG 1	1/04/12	2 11/04/12	9a-Sun LCL 10 N 9a-Sun LCL 10 N		9-1030am (9:30 AM-10	1 :00 AM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start I		End Date	Weekdays	Spots/Week		Rating						
Week: 10/29		11/04/12	1	1	\$600.00	0.00			<b>A</b> =00.00=0			
22 WPLG 1	1/04/12	2 11/04/12	7a-Sun LCL 10 N Local 10 News S		7-8am (7:30 AM-8:0	1	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29		11/04/12	1	1	\$500.00	0.00						
23 WPLG 1	1/04/12	2 11/04/12	6AM-Sun LCL 10 Local 10 News S		6-7am (6:30 AM-7:	1 00 AM)	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
Start I		End Date	<u>Weekdays</u>	Spots/Week		Rating			•			
Week: 10/29		11/04/12	1	1	\$300.00	0.00				···		
24 WPLG 1	1/03/12	2 11/03/12	7AM-Sat LCL 10 Local 10 News S		7-8am (7:30 AM-8:0	1- 00 AM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start I	Date	End Date	Weekdays	Spots/Week	•	Rating						
Week: 10/29		11/04/12	1-	1		0.00						
25 WPLG 1	1/03/12	2 11/03/12	6AM-Sat LCL 10 Local 10 News S		6-7am (6:30 AM-7:	1- 00 AM)	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/29		11/04/12	1-	1	\$400.00	0.00	····					
26 WPLG 1	1/04/12	2 11/04/12	TWISF/Michael F This Week in So		1130a-1230 (11:30 AM-1		:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
<u>Start I</u> Week: 10/29		End Date 11/04/12	Weekdays 1	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00			•			
27 WPLG 1			Su GMA Su GMA	СМ	8-9am (8:30 AM-9:0	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
<u>Start I</u> Week: 10/29		End Date 11/04/12	Weekdays 1	Spots/Week	,	Rating 0.00						
			This Week (ABC This Week (ABC	) CM	1030-1130a (11:00 AM-1	m1	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
Start I	Date	End Date	Weekdays	Spots/Week	•	Rating						
		11/04/12	1	1	\$900.00	0.00						
Week: 10/29	, . <u> </u>				Ψ000.00							
			9AM-Sat LCL 10 Local 10 News S		9-10:30am (9:30 AM-10	1-	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00



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Order Sep 00:15:00

Advertiser POL/FL DEM PARTY 3PK/O Product FL DEM PARTY 3PAC

Estimate # 6

Ln Ch Start	End	Inventory Code Brea	< Start/End ⁻	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
29 WPLG 11/03/1		9AM-Sat LCL 10 News CM	9-10:30am	1-	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
		Local 10 News Saturd	(9:30 AM-10							
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$750.00	Rating 0.00				1.		
30 WPLG 11/05/1		M-F 7-9a GMA CM	7-9am	MT	:30	2	\$1,000.00 P-2	0.00 NM	2	\$2,000.00
00 111 20 11700/1	2 11/00/12	Good Morning America	(8:00 AM-8:		.00	_	, , , , , ,	0.00 (1111)	-	Ψ=1000100
Start Date	End Date	Weekdays Spots/Wee		Rating						
Week: 11/05/12	11/11/12		2 \$1,000.00	0.00			A4 000 00 D 0	0.00.1114		<b>#0.000.00</b>
31 WPLG 11/05/1	2 11/06/12	M-F 7-9a GMA CM Good Morning America	7-9am (7:30 AM-8	MT (MA 00:	:30	2	\$1,000.00 P-2	0.00 NIVI	2	\$2,000.00
Start Date	End Date	Weekdays Spots/Wee		Rating				1		
Week: 11/05/12	11/11/12	MT	2 \$1,000.00	0.00						
32 WPLG 11/05/1	2 11/06/12	M-F 6a LCL News CM	6-7am	MT	:30	2	\$750.00 P-2	0.00 NM	2	\$1,500.00
Start Date	End Date	LCL 10 News @ 6am Weekdays Spots/Wee	(6:30 AM-7) k Rate	Rating						
Week: 11/05/12	11/11/12		2 \$750.00	0.00						
33 WPLG 11/05/1	2 11/05/12	M-F 12n News CM	12-1PM	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
		M-F LCL 10 News @ No	(12:00 PM-	,			•			
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$600.00	Rating 0.00						
34 WPLG 11/05/1			9-10a	MT	:30	2	\$600.00 P-2	0.00 NM	2	\$1,200.00
01 111 20 1170071	2 11,00/12	Live With Kelly	(9:00 AM-9		.00	_	φοσο.σσ1 <u>2</u>	0.00 14111	_	ψ1,200.00
Start Date	End Date	Weekdays Spots/Wee		Rating						
Week: 11/05/12	11/11/12	MT	2 \$600.00	0.00			A4.000.00.D.0	0.00.144		40.400.00
35 WPLG 11/05/1	12 11/06/12	M-F 11a The View CM M-F The View	11-12n (11:00 AM-	MT 11:30 AM)	:30	2	\$1,200.00 P-2	0.00 NM	2	\$2,400.00
Start Date	End Date	Weekdays Spots/Wee		Rating						
Week: 11/05/12	11/11/12	MT	2 \$1,200.00	0.00						
36 WPLG 11/05/1	12 11/05/12	-	4-5p	1	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
Start Date	End Date	Dr Oz Weekdays Spots/Wee	(4:00 PM-4 k Rate	Rating						
Week: 11/05/12	11/11/12	1	1 \$800.00	0.00						
37 WPLG 11/05/1	12 11/05/12	M-F 3p Katie Couric CM	3-4p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
		Katie Couric	(3:00 PM-3	•						
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays Spots/Wee	k <u>Rate</u> 1 \$600.00	Rating 0.00						
		M-F 5p LCL News CM	5-6p	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
00 111 20 117007	12 11/00/12	Local 5p News	(5:30 PM-6	_	.00	•	Ψ, σσ.σσ. 2	0.00 (1111	•	Ψ100.00
Start Date	End Date	Weekdays Spots/Wee		Rating						
Week: 11/05/12	11/11/12	1	1 \$750.00	0.00			#750 00 D 0	0.00.1114		<b>#750.00</b>
39 WPLG 11/05/1	12 11/05/12	M-F 5p LCL News CM Local 5p News	5-6p (5:00 PM-5	1 :30 PM)	:30	1	\$750.00 P-2	0.00 NIVI	1	\$750.00
Start Date	End Date	Weekdays Spots/Wee	·	Rating						
Week: 11/05/12	11/11/12	1	1 \$750.00	0.00						
40 WPLG 11/05/	12 11/05/12	*	6-630pm	1	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
Clark Data	End Data	M-F Local News	de Dot-	Doting						
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays Spots/Wee	k Rate 1 \$1,300.00	Rating 0.00						
		M-F 7p Wheel of Fortun€M	7-730pm	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
		M-F Wheel of Fortune	•							
Start Date	End Date	Weekdays Spots/Wee	<u>k Rate</u>	Rating						



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Estimate #

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Tota Spots	ls Amount
41 WPLG 1	11/05/12	2 11/05/12	M-F 7p Wheel of M-F Wheel of Fo		7-730pm	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
<u>Start</u> Week: 11/05		End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00						
42 WPLG 1	11/05/12	2 11/05/12	M-F 730p Jeopar M-F Jeopardy	dy CM	730-8pm	1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
Start 11/05		End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 11/05		11/11/12		1	\$2,500.00	0.00						
43 WPLG 1	11/05/12	2 11/05/12	M-F 1135-12:06a	Nightli@M	1135p-120	∂am 1	:30	1	\$950.00 P-2	0.00 NM	1	\$950.00
			M-F Nightline		(11:30 PM-	12:00 XM)						
<u>Start</u>	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 11/05	5/12	11/11/12	1	1	\$950.00	0.00						
44 WPLG 1	11/05/12	2 11/05/12	M-F 11-1135P	CM	11-1135P	1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
			M-F 11-1135P		(11:00 PM-	11:30 PM)			,-,		,	<b>4</b> -,000.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/05	5/12	11/11/12	1	1	\$2,500.00	0.00						
										Totals	0414	00,000

Totals 94\$106,900.00